

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A system for trading media space, comprising:
a server node operatively connectable to user interfaces for receiving requests for media space from buyers and offers of media space from sellers, said server node comprising a set of rules for matching one of the requests and one of the offers to form a matched request and offer pair and for generating a signal indicating formation of the matched request and offer; and
a delivery system connected to said server node for facilitating delivery of media content between the buyer and seller of the matched request and offer pair in response to a signal from said server node and such that said delivery is performed externally to said server node.
2. (original) The system of claim 1, wherein said server node comprises means for sending notice of the matched request and offer pair to said delivery system, and wherein said delivery system comprises means for sending the media content of the one of the buyers of the matched pair to the one of the sellers of the matched pair in response to the notice.
3. (original) The system of claim 1, wherein said delivery system comprises a switching node connected to said server node, a buyer's content database and a seller's content database, wherein the media content is delivered from the buyer's content database to the seller's content database via said switching node.
4. (original) The system of claim 3, wherein said delivery system further comprises a contents database connected to the switching node, means for receiving and storing the content media from the buyer when the request is submitted to the server node and storing the content media in the contents database, and means for delivering the content media from the contents database to the one of the sellers of the matched pair via the switching node.

5. (original) The system of claim 3, wherein said switching node is connected to said buyer's content database and said seller's content database via a file transfer means.

6. (original) The system of claim 3, wherein said switching node is connected to said buyer content database and said seller content database via a file transfer means consisting of one of an IP network and e-mail system.

7. (original) The system of claim 3, wherein said delivery system further comprises a contents database connected to the switching node, means for receiving and storing the offered media content from the seller when the offer is submitted to the server node and storing the offered media content in the contents database, and means for delivering the content media from the buyer to the offer media content of the seller of the matched pair at the switching node.

8. (original) The system of claim 1, wherein said server node is connectable to the buyers and the sellers via a wide area communication network.

9. (currently amended) A method for trading media space, comprising the steps of:

receiving, at a server node, requests for media space from buyers and offers of media space from sellers;

matching a request of one of the buyers and an offer of one of the sellers at the server node that satisfy deal execution requirements to form a matched pair;

generating a signal, by the server, system indicating the formation of the matched pair; and

delivering, by the delivery system, the media content from a first database of the one of the buyers of the matched pair to a second database of the one of the sellers of the matched pair in response to the signal from the server node and such that the delivery is performed externally to said server node.

10. (original) The method of claim 9, wherein a switching node is connected to the server node and said step of delivering includes sending the media content from the first database to the second database via the switching node.

11. (original) The method of claim 10, wherein a contents database is connected directly to the switching node and the first and second databases are connected to the switching node via a file transfer means consisting of one of an IP network and e-mail system, and said method includes the steps of downloading the content media from the first database to the contents database when the request is transmitted to said server node and automatically sending the content media from the contents database to the second database after said step of matching.

12. (currently amended) A memory comprising computer-readable instructions for trading media space, comprising:

computer readable instructions for receiving, at a server node, requests for media space from buyers and offers of media space from sellers, matching a request of one of the buyers and an offer of one of the sellers at the server node that satisfy deal execution requirements to form a matched pair, and delivering signaling a delivery system external to said server node to deliver the media content from a first database of the one of the buyers of the matched pair to a second database of the one of the sellers of the matched pair.

13. (original) The memory of claim 12, further comprising computer-readable instructions for delivering the media content from the first database to the second database via a switching node connected to the server node.

14. (currently amended) The ~~method~~ memory of claim 13, said computer-readable instructions further comprising downloading the content media from the first database to a contents database connected to said switching node when the request is transmitted to said server node and automatically sending the content media from the contents database to the second database after the request of the one of the buyers is matched with the offer of the one of the sellers.